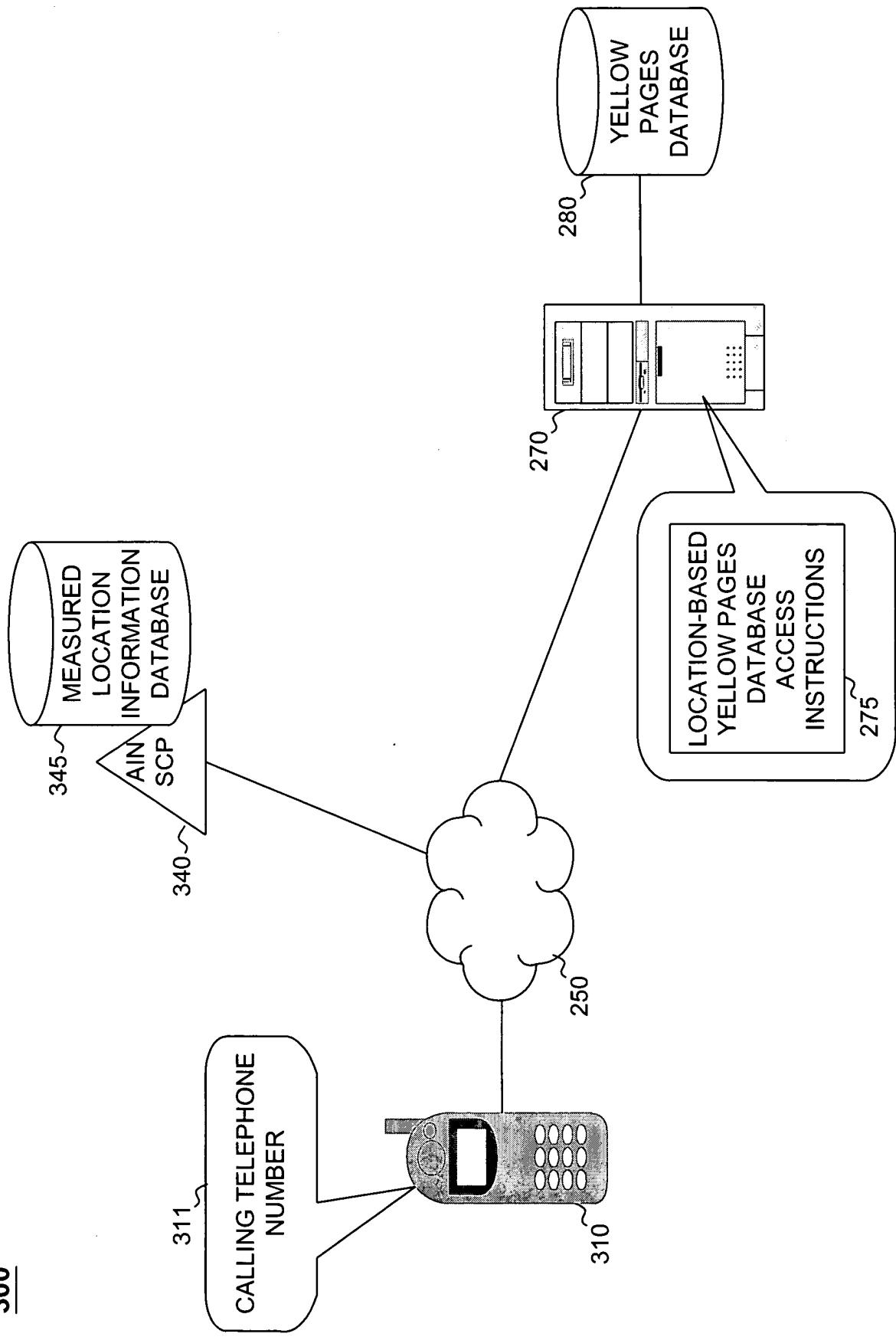


**FIG. 2**

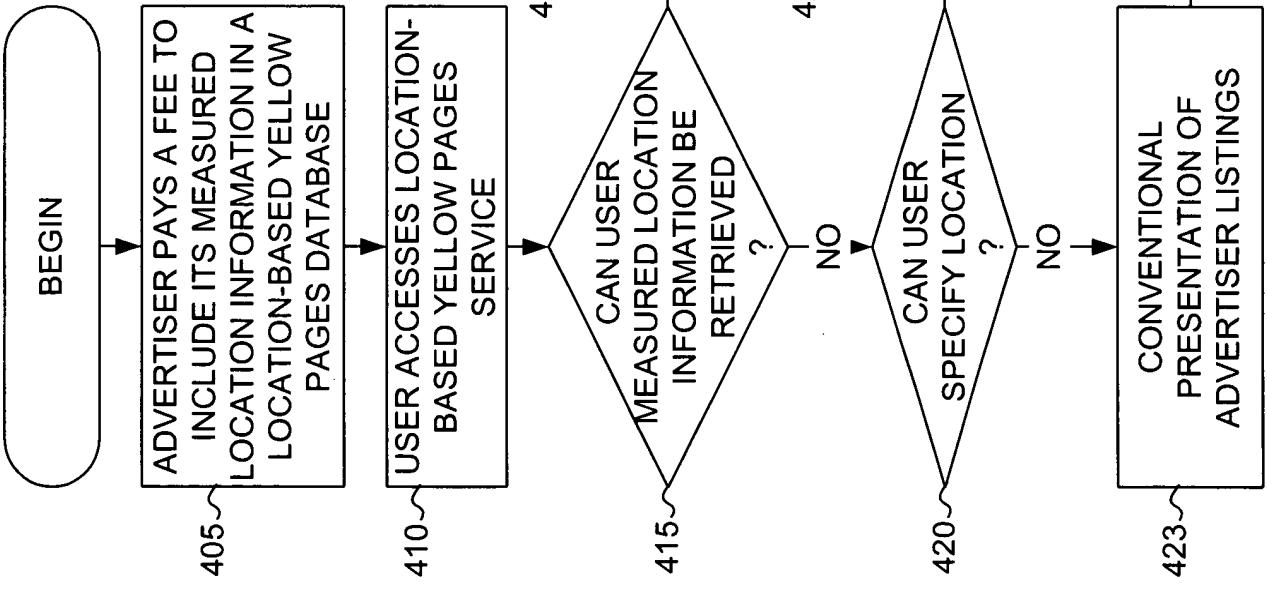
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300



**FIG. 3**

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**FIG. 4**

430 ~ USER SPECIFIES CATEGORY OF YELLOW PAGES LISTINGS

435 ~ ADVERTISER LISTING(S) CORRESPONDING TO USER-SPECIFIED CATEGORY IDENTIFIED

440 ~ IDENTIFIED ADVERTISER LISTING(S) HAVING MEASURED LOCATION INFORMATION SORTED BY DISTANCE FROM USER LOCATION

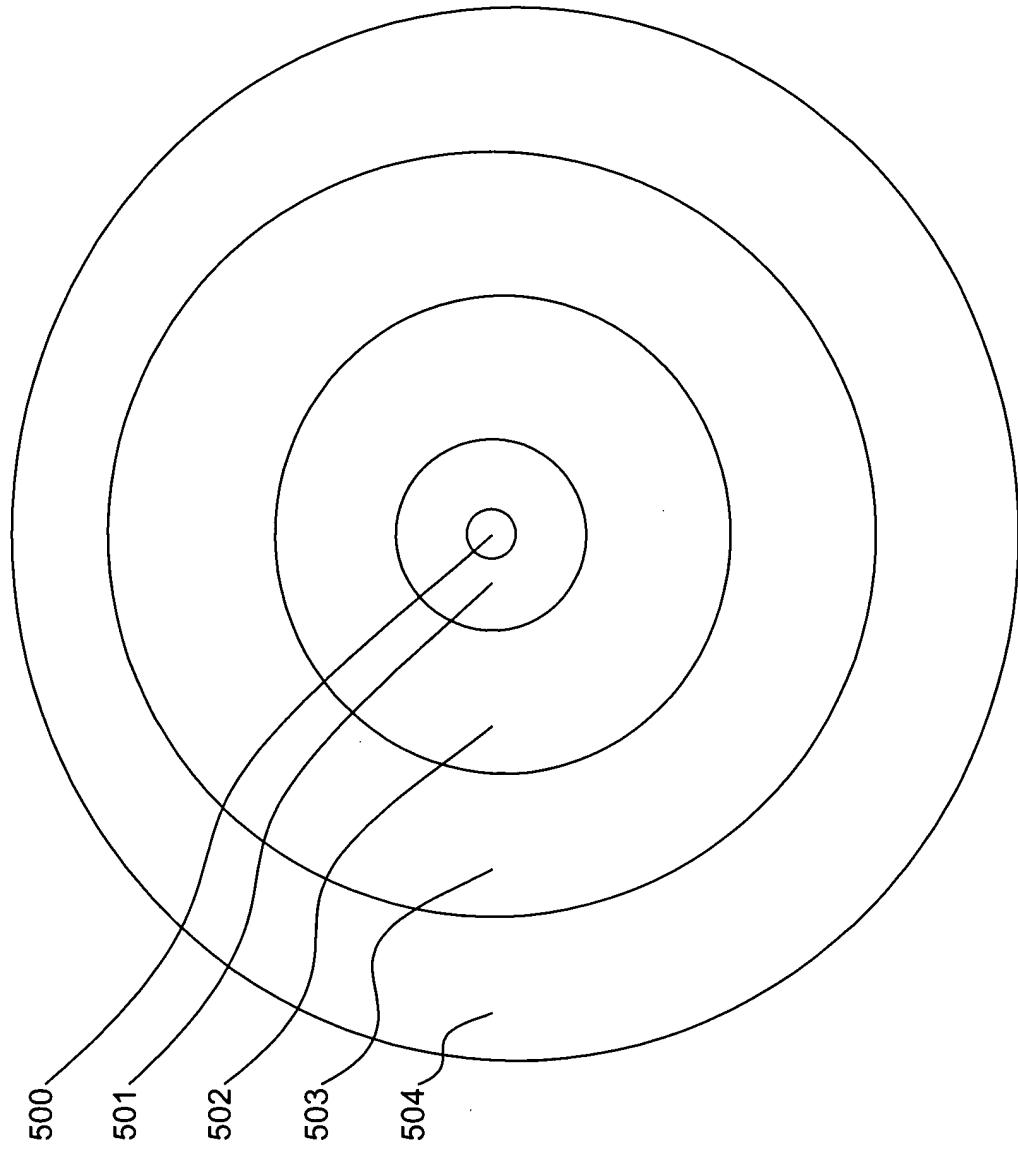
445 ~ IDENTIFIED ADVERTISER LISTING(S) HAVING NO MEASURED LOCATION INFORMATION SORTED (E.G., ALPHABETICALLY)

450 ~ SORTED AND IDENTIFIED ADVERTISER LISTING(S) PRESENTED TO USER

423 ~ CONVENTIONAL PRESENTATION OF ADVERTISER LISTINGS

END

FIG. 5  
BS01-271



**FIG. 5**

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ADVERTISER IDENTIFIER	ADVERTISER DISTANCE	SAME TEL. EX. AREA?	SAME AREA CODE?	SAME LATA?
600 A	DISTANCE (A)	N/A	N/A	N/A
601 B	DISTANCE (B)	N/A	N/A	N/A
602 C	DISTANCE (C)	N/A	N/A	N/A
603 ...	...	...	...	...
604 E	DISTANCE (E)	N/A	N/A	N/A
605 F	N/A	YES	YES	YES
610 ...	...	...	...	...
611 H	N/A	YES	YES	YES
612 I	N/A	NO	YES	YES
615 ...	...	...	...	...
630 J	N/A	NO	YES	YES
635 K	N/A	NO	YES	YES
640 L	N/A	NO	NO	YES
645 ...	...	...	...	...
650 N	N/A	NO	NO	YES
655 ...	...	...	...	...

FIG. 6